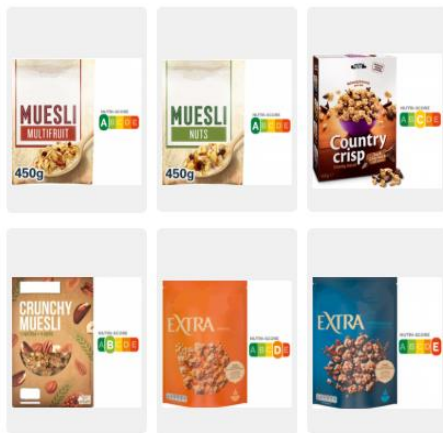
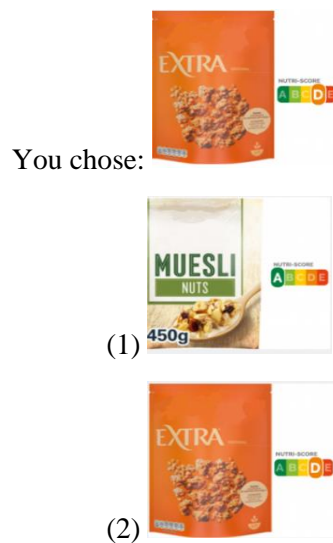


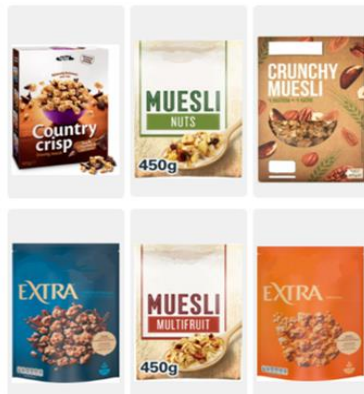
**Additional file 5. Examples of product choices with a (1) Nutri-Score, (2) swap offer, or (3) descriptive norm message.**



*Figure A5.1. Example of product choices with a Nutri-Score label. Corresponding text: “Imagine you are going to buy cereal in an online supermarket, which product would you choose?”.*



*Figure A5.2. Example of product choices with a swap offer (including Nutri-Score). Corresponding text: “You chose [chosen option]. A better choice would be to choose a healthier product such as the product displayed below. Which product do you choose?”. Answer options: “(1) the healthier choice or (2) your first choice”.*



*Figure A5.3. Example of product choices with a descriptive norm message. Corresponding text: “Imagine you are going to buy cereal in an online supermarket, which product would you choose?”.*